



# Consignor Welcome Kit August 2023

Welcome! We're thrilled to have you joining 100's of WNY's families that consign with us sale after sale! Our Consignor Kit breaks down the process step-by-step with live links to your consignor account and video tutorials.

**GO FROM THIS**



- Sell up to **250** Items
- Earn up to **70%** profits
- Our Average Consignor check is **over \$400!**

**TO THIS**



## Get Ready to Turn Your Outgrown Items into One. Big. Check!

It's time to declutter your home & load up the MINIVAN! Here's how to get started!

Plus feel good, as you'll be blessing another local family with your gently used items at a discounted price AND doing good for the Earth at our eco- friendly sale.



Contact Us



Consignor FB  
Group



Supplies



Watch How  
To Videos

# TABLE OF CONTENTS:

- ♥ Video Tutorials
- ♥ Pricing Guide
- ♥ Accepted Items
- ♥ Unaccepted Lists
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- ♥ How To Enter Items
- ♥ Payday



## MY CM: OUR ONLINE INVENTORY DATABASE

Our Online Inventory System, My Consignment Manager, can be accessed anytime online from any device: phone, iPad, tablet, or computer! Just create an account with us, pay a small registration fee, and get started entering your items. During our sale, you'll be able to view and track your daily sales and watch your profit check grow!

SCAN QR CODE TO LOG IN!



## TOP 3 WAYS TO INCREASE YOUR SALES!

THE MORE YOU TELL, THE MORE YOU \$ELL!

1. GET SOCIAL WITH US! Post your participation across social media platforms & FB Marketplace!
2. TEXT YOUR FRIENDS to shop the sale weekend!
3. SHARE OUR FLYER at preschool & dance class :)



# How To Consign Videos:

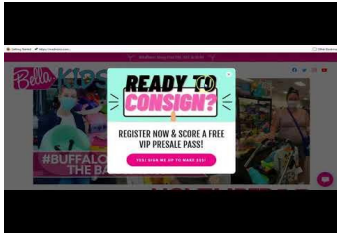


We offer several short & helpful video tutorials from our top selling consignors covering everything from merchandise prep to top pricing tips!



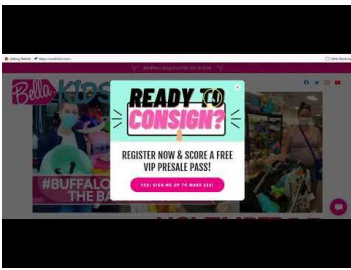
## CONSIGNOR SUPPLIES

- Make a \$10 Dollar Tree kit
- White cardstock
- Hangers



## HOW TO ENTER ITEMS

- Log into your consignor acct
- Use drop down menus
- Be sure to select CORRECT category & size for each item



## HOW TO PRINT TAGS

- White CARDSTOCK only.
- System prints 8 tags per sheet
- PC's - Use DRAFT mode
- MAC - Use BEST mode



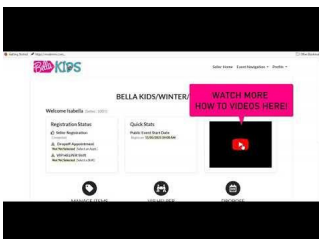
## BELLA PRICING

- GENERAL RULE: 25% retail price
- ie. \$100 retail = \$25 Bella price
- Top selling items fetch more \$!



## HOW TO PREP ITEMS

- Gently Used, Excellent Quality items are only accepted.
- Attach pieces securely together
- Grime free & current items only



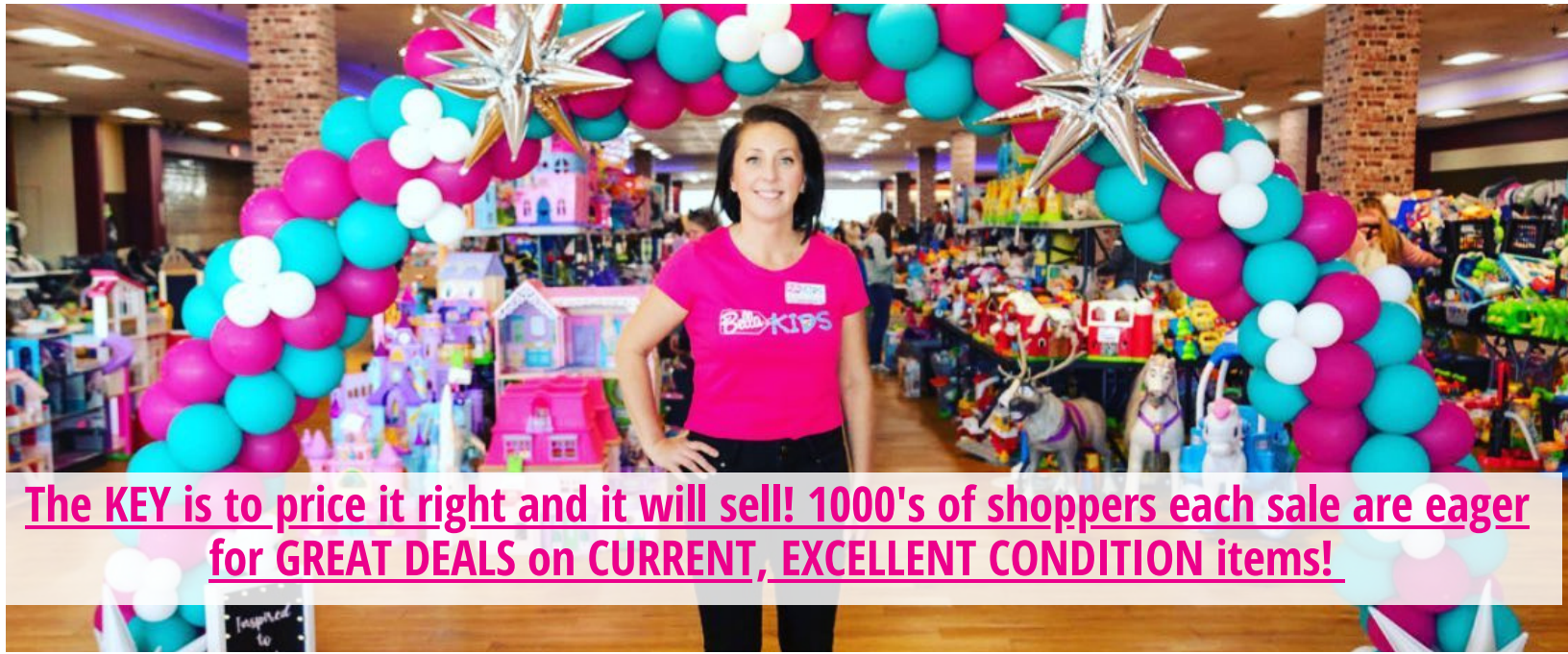
## HOW TO HANG

- Appropriate size hanger reqd
- All hung in same "right" direction
- Sets/outfits secured together



# Bella-KIDS Pricing Guide:

**PROP TIP:** For MOST items, the sweet spot is 25% of price you paid! This PRICING STRATEGY will maximize your profit check & help you sell out!



The KEY is to price it right and it will sell! 1000's of shoppers each sale are eager for GREAT DEALS on CURRENT, EXCELLENT CONDITION items!

ENTER THESE ITEMS FIRST!

## Top Selling Items

PRICE @  
30-35%  
OF RETAIL

**BABY GEAR &  
OUTDOOR**

(STEP 2, LITTLE TIKES, RADIO FLYER)

\$100 retail price = \$30-35 Bella price

**FAVE BRAND  
TOYS**

(MELISSA & DOUG, LEGO, FISHER PRICE,  
DISNEY, IMAGINEXT, LEAPFROG, VTECH)

\$100 retail price = \$25-30 Bella price

PRICE @  
25-30%  
OF RETAIL

## Clothing Pricing

EVERYDAY: PRICE @ 20%

NAMEBRAND: PRICE @ 25%

PREMIUM: PRICE @ 30%

More Tips to Maximize Profits:

- BUNDLE COMPLETE OUTFITS /SETS
- CHOOSE YES TO DISCOUNT
- THE BETTER ITEMS LOOK, THE FASTER THEY SELL!

CLOTHING & SHOE BRANDS INCLUDE BUT ARE NOT LIMITED TO:

**EVERYDAY - 20%**

**NAMEBRAND - 25%**

**PREMIUM - 30%**

CAT & JACK  
CARTERS  
CHEROKEE  
CHILDRENS PLACE

CHILD OF MINE  
JUST ONE YOU  
OLD NAVY  
OSH KOSH

ADIDAS  
CRAZY 8  
GAP  
H&M  
JANIE & JACK

NIKE  
POLO  
STRIDE RITE  
UNDER ARMOUR  
ZARA

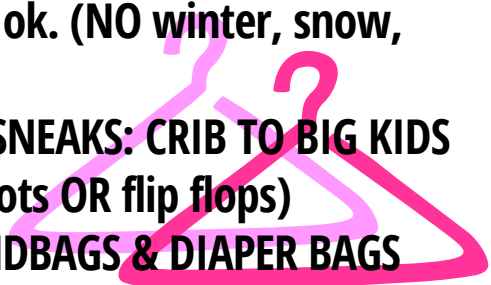
CREW CUTS  
GIGGLE MOON  
HANNA ANDERSON  
KATE QUINN  
MATILDA JANE

MINI BODEN  
NORTH FACE  
PATAGONIA  
POSH PEANUT  
TEA

# ACCEPTED ITEMS BY ROOM

## CLOSET

- LATE SUMMER & FALL CLOTHING: PREMIE TO BIG KIDS SIZE 14/16 - short & long sleeves ok. (NO winter, snow, tanks.)
- FALL SHOES & SNEAKS: CRIB TO BIG KIDS (NO winter boots OR flip flops)
- DESIGNER HANDBAGS & DIAPER BAGS (See Accepted Brands List.)
- SPORTS APPAREL & CLEATS
- BACKPACKS & LUNCH BAGS



## GARAGE/ OUTDOOR

- CARSEATS & BOOSTERS (within 5-year expiration)
- ANYTHING WITH WHEELS! Scooters, bikes, trikes, wagons, Power Wheels
- PICNIC & WATER TABLES, SANDBOXES, SLIDES, SWINGS, ACTIVITY SETS
- SPORTING EQUIPMENT
- STROLLERS & BABY CARRIERS
- OUTDOOR PLAY
- WATER/POOL



## BEDROOM/NURSERY

- GLIDER/ROCKER
- YOUTH FURNITURE
- BABY MONITOR
- BEDDING: CRIB TO FULL
- DIAPERING SUPPLIES
- CHANGING TABLE
- NURSING PILLOWS
- BASSINET/COSLEEPER
- KIDS' TABLE & CHAIRS
- TRAIN TABLE
- KIDS' DESK/ACTIVITY CENTER
- TODDLER, TWIN, FULL BEDS FOR KIDS



## KITCHEN

- HIGH CHAIR/BOOSTER SEATS
- BOTTLES & FEEDING
- DISHES/CUPS
- BOTTLE WARMER/BABY FOODMAKER
- HEALTH & SAFETY ITEMS



## BATHROOM

- INFANT TUBS (Check recall lists)
- TOWELS & WASHCLOTHS
- POTTY CHAIR
- BATH TOYS



## LIVING ROOM

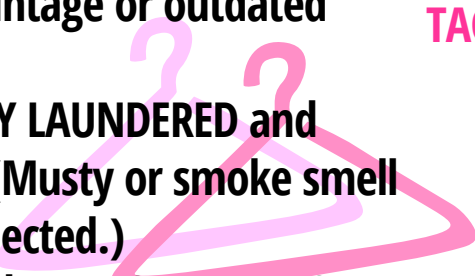
- INFANT SEATS, SWING, MAMAROO ETC
- KIDS' CHAIRS/ROCKING HORSE
- PACK N PLAY
- TOYS
- VIDEO GAMING SYSTEMS
- BOOKS/GAMES/PUZZLES
- TOY ORGANIZERS/STORAGE
- PRETEND PLAY
- DOLLHOUSES/PLAYSETS



# UNACCEPTED ITEMS & BRANDS

## CLOTHING

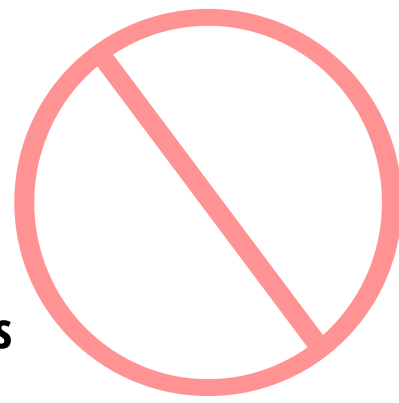
- Must be **CURRENT** fashions within 5 years old. No vintage or outdated items.
- Must be **FRESHLY LAUNDERED** and smelling fresh. (Musty or smoke smell items will be rejected.)
- Items sold together as **OUTFIT** or **SET** need to be **SAME** size and pair well.
- All items must be in excellent, gently used condition or new. Items with stains, holes, damage will be rejected.
- **HOW TO HANG:** Use the **PROPER** sized plastic or wire hanger. All hangers need to form a "?" when hanging garment on them. Garments must face in same correct direction.



## UNACCEPTED BRANDS

THESE BRANDS MAY BE SOLD IF NEW WITH TAG OR A SPECIALTY OUTFIT STYLE.

- FREE or TOURIST tshirts.
- Faded Glory
- Garanimals
- Hanes
- McKids
- Okie Dokie
- Route 66
- Simply Basics
- WonderKids
- WonderNation



## NEW ONLY ITEMS

THESE ITEMS MAY BE SOLD IF BRAND NEW IN PACKAGE ONLY.

- Arts & Crafts
- Boxed Puzzles
- Bottles
- Breastpumps or access
- Feeding/Utensils
- Humidifiers
- Nursing Supplies
- Socks
- Undergarments
- Vaporizers
- Video Games

## UNACCEPTED ITEMS

ALL RECALLED ITEMS. CHECK UPDATED RECALL LISTS @ [WWW.WEMAKEITSAFER.ORG](http://WWW.WEMAKEITSAFER.ORG)

- BATHTUBS without sling
- BUMBO SEAT without fastener
- CD/ DVDS
- CRIB BUMPERS (Breathable ok)
- GRAB BAG/MIXED TOY BAGS (same theme ok)
- FAST FOOD TOYS
- MATERNITY clothing.
- ROOM DECOR - Fragile Items (Lamps/Frames/Piggy Banks)
- STUFFED ANIMALS unless Disney, Sesame Street, Build a Bear, Paw Patrol characters.
- QUEEN OR KING BEDDING





# SELECT YOUR CONSIGNOR OPTION!

We are proud to offer 4 consignor options to fit your family's lifestyle from DIY to FULL Concierge tagging service! Choose the one that works best to match what you are looking for! Maximum profits vs Time Commitment!

## 4 CONSIGNOR OPTIONS



|                                  | <b>DIY</b>   | <b>EXPRESS CONCIERGE</b>  | <b>FULL CONCIERGE</b>   | <b>RESTOCK</b>   |
|----------------------------------|--|---|---|--|
| <b>Profits</b>                   | <b>60-70%</b><br>Most PROFITABLE option!   | <b>40%</b><br>You clean, hang & prep... WE DO THE REST!                                   | <b>25%</b><br>For today's busy families, just box it up & drop it off!                    | <b>60%</b><br>For those with just a few BIG ITEMS or curious about trying it out   |
| \$10 Registration Fee            | ✓  | ✓   | ✓   | ⊘  |
| Hang clothes & prep items        | ✓  | ✓   | ⊘   | ✓  |
| Clean, Gently Used Quality Items | ✓  | ✓   | ✓   | ✓  |
| Enter & Tag Items                | ✓  | ⊘   | ⊘   | ✓  |
| <b>Total Item Limit</b>          | <b>200</b><br>Plus 50 restock  | <b>100</b>  | <b>100</b>  | <b>50</b>  |
| <b>Category Limits</b>           | BOOKS=10<br>GAMES=10<br>ARTS/CRAFTS=5<br>SHOES=10<br>CLOTHING=100<br>(Size 14/16 Limit=10) | BOOKS=10<br>GAMES=10<br>ARTS/CRAFTS=5<br>SHOES=10<br>CLOTHING=50<br>(Size 14/16 Limit=10) | BOOKS=10<br>GAMES=10<br>ARTS/CRAFTS=5<br>SHOES=10<br>CLOTHING=50<br>(Size 14/16 Limit=10) | <b>ACCEPTED RESTOCK ITEMS:</b><br>Toys, Baby Gear, Outdoor Items, Shoes & Costumes |



**WANT TO SIGN UP FOR CONCIERGE?** Be sure to select a **CONCIERGE** dropoff appointment in your consignor account!

**HAVE CONCIERGE QUESTIONS?** Call/Text Sharon @ 716-440-0524!

# HOW TO ENTER ITEMS: (FOR DIY & RESTOCKERS)

We recommend using ONLY Mozilla Firefox. The system works from any iPad, Phone, or Desktop. ***Get items organized first by category/size for faster entry & tagging!***

**GETTING STARTED:** Go to [www.myconsignmentmanager.com/wnybellakids](http://www.myconsignmentmanager.com/wnybellakids)

1. Click on **CORRECT SALE/DATE LINK**. Login using your consignor number and password.

2. Choose **ENTER INVENTORY**.

3. Choose **CATEGORY** (ex. TOYS)

4. Enter **DESCRIPTION** (use description to help MATCH your item if tag gets lost during sale)

- LINE ONE: Brand & item (ex. 2 pc Carters red sweater set)
- LINE TWO: Highlight details such as New without Tags or Used

once and retails for \$150!

5. Select **SIZE** (where applicable)

- For items that have a range (ex 3-6mos) ALWAYS select the smallest size entry.
- ex. For 3-6mos, select 3MOS for size.

6. Enter **PRICE** (min. is \$2)

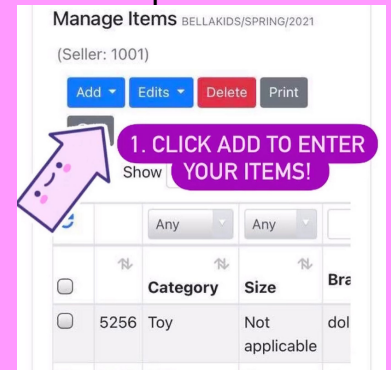
- Our general pricing rule is 25% of retail price! \$100 Retail Price = \$25 Bella Price
- ALWAYS think to yourself, "What would I pay for this at a consignment sale?"
- Price it to sell! See our Pricing Guide for help.

7. Enter **QUANTITY** (only applies if there are more than one of the same exact item)

8. Select **DISCOUNT OR DONATE**.

- ~~We recommend DISCOUNT: YES!~~ If your item is still unsold by Sunday, there's a reason for it! Price it Half Off to sell it on the last day!
- **DONATE:** Yes means it is going to a very good cause, Harvest House! And you will get a tax donation receipt!

9. Click **SUBMIT**.



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## HELPFUL TIPS:

- Use abbreviations like NWT (New With Tags) or NWOT (New Without Tag)
- Include descriptive information such as color/pattern/brand
- Enter items in BATCHES of 24 items. That way you don't waste any cardstock!



# HOW TO PRINT/ATTACH TAGS:

**1. GENERATE YOUR TAGS:** Once you've entered a batch of items, click GENERATE tags. We recommend entering items by similar category ALL AT ONCE. The system will automatically generate the tags in groups of 8 tags per page.

**2. PRINT TAGS:** Use white cardstock paper ONLY! Cardstock is sturdy & doesn't tear easily! It helps in not losing a tag. If there is no tag, your items can't be sold!

- **PC USERS:** Select GRAYSCALE or DRAFT mode only.
- **MAC USERS:** Select BEST or ADVANCED mode only.

**3. CUT OUT TAGS:** 8 tags are printed per page. Be sure bottom or side margins are not cut off. Check print quality of all pages printed.

**4. SECURE TAG TO ITEM. DO NOT** tape over barcode.

- **CLOTHING:** Use a tagging gun or safety pin. DO NOT attach to front.
- **SHOES:** Place shoes in storage bag & tape shut. Tape tag to OUTSIDE of bag.
- **GEAR:** Attach manufacturer guide, if possible.
- **TOYS:** Secure all parts of toy together with a large storage bag and tape to toy.
- **BOOKS/PUZZLES:** Use removable blue painters tape, not packing tape.



# DROP OFF APPOINTMENTS:

(Appointments open approx 4-6 weeks prior to sale event in your consignor account.)

## DIY:

Log in your consignor account, click DROP OFF tab, and select a DIY appointment from list.

### AT YOUR DROPOFF APPT:

- Our staff will inspect your items & assist you through the CHECK IN process.
- Bring your items pre-sorted by category. (i.e.. Toys, Books, shoes, clothes separated by size & category for a fast & easy drop off!)
- Any rejected items will be returned to you.



## CONCIERGE:

Log in your consignor account, select DROP OFF, add any FULL OR EXPRESS CONCIERGE appt. Need another day/time? Call Sharon @ 716-440-0524.

### AT YOUR DROPOFF APPT:

- Print & complete your CONCIERGE DROPOFF PAPERWORK.
- Bring your items in boxes/bags with your name & consignor number clearly labeled on each.
- Mark each box as follows: KELLY SMITH # 1234 BOX 1 OF 4

## RESTOCKERS:

Log in your consignor account, select DROP OFF, add any RESTOCK appt.

### AT YOUR DROPOFF APPT:

- Print & complete your RESTOCK DROPOFF PAPERWORK.
- DROP & GO! Bring items separated in boxes/bags by category.
- Items will be inspected at dropoff.



## SUNDAY PICKUP

CONSIGNOR PICKUP is NOT required. Any remaining items will be DONATED between several wonderful local charities including The Teacher's Desk, Jewish Family Services, Jericho Road, St Gianna's, and Harvest House. A tax donation receipt will be provided. These organizations assist WNY's neediest families throughout our region.

**PICKUP SCHEDULE:** Consignors will be issued a time to arrive Sunday between 4:30-5pm. Bring a copy of your unsold inventory list with you.

- ~~SORT CODE: TOYS & CLOTHING RACKS ARE PRESORTED BY SORT CODE.~~ Your consignor tag has your SORT code listed at top right corner. All other categories can be found on the sales floor in labeled baskets or bins.
- **HANGERS!** Grab FREE hangers that have been collected during the sale.



# PAYDAY!



DELUXE E-CHECKS is our form of payment! It's a faster & easier way to get paid!

- Simply print your paper check fast within 5-10 business days after sale ends.
- A secure EMAILED link will be sent to print your check.
- Learn more @ <https://youtu.be/RTFQobccSM4?t=92>

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## HOW TO REDUCE YOUR RISK OF LOST ITEMS!

*In all retail environments, there's a risk of lost items. Here's how to reduce your risk during our sale events:*

- DON'T mis-match your tag on the WRONG item. Be sure your tag matches the item it is attached to.
- DON'T duplicate tags. Each tag is unique to 1 item.
- REPRINT bad quality tags that have low ink.
- TAPE your bags/sets securely to item to avoid loss or damage.
- Attach barcodes with clear tape but DO NOT tape over the actual scanned barcode.
- Flag your hangers with colorful washi tape for easy, fast pickup of unsold items.
- Stamp your tags with a colorful design or sticker for easy, fast pickup of non-clothing items.
- When volunteering, constantly monitor and engage with shoppers in your area.



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## Thank you for joining our community pop-up sale! With your participation, you are...



- *Blessing another local family with your items.*
- *Recycling your outgrown items to decrease your family's carbon footprint.*
- *Supporting a locally-owned, mom-run business.*
- *Joining 100's of other local families that consign to make extra \$\$\$ for their household.*

**Kristi & the Bella Kids family**